TIME National

Rate Base: 4,000,000

The world's most influential, most authoritative and largest circulation newsmagazine. Available weekly.

B&W	2- or 4-Color
\$ 167,250	\$ 223,000
N/A	301,100
N/A	479,450
142,200	189,600
117,075	156,100
234,150	312,200
75,300	100,400
50,175	66,900
	\$ 167,250 N/A N/A 142,200 117,075 234,150 75,300

*Subject to availability

TIME Business

Rate Base: 1,800,000

TIME Business offers the largest U.S. all-business circulation and reaches only subscribers qualified individually by job title or qualified business households. All circulation verified by ABC. Provides in-depth reach of top, middle and technical management and professionals in all 50 states. Available 32 times in 2004.

B&W	2- or 4-Color
\$ 103,500	\$ 138,000
87,975	117,300
72,450	96,600
144,900	193,200
46,575	62,100
31,050	41,400
	\$ 103,500 87,975 72,450 144,900 46,575

^{*}Subject to availability.

Inside Business

Rate Base: 1,800,000

TIME's Inside Business section delivers supplemental business editorial exclusively to TIME Business subscribers. It provides advertisers with adjacencies to relevant business edit written by TIME editors. Inside Business examines major business events—the latest ideas in technology, management and workplace trends, along with financial forecasts, and small-business success strategies. Available monthly. For rates, see TIME Business above.



Calendar & Closings: In front pocket.

TIME Global Business

Rate Base: 1,000,000

TIME Global Business is a self-contained magazine bound centerspread into TIME and is dedicated to showing U.S. companies of all sizes how to seize new opportunities in global business and ecommerce. TIME Global Business is delivered to a rate base of 1,000,000 subscribers with top management or technical job titles. Subscribers are qualified individually by job title or subscriber household. Provides advertisers with adjacencies to relevant business edit. Available monthly.

UNIT	B&W	2- or 4-Color
Page	\$ 78,750	\$ 105,000

TIME Top Management

Rate Base: 800,000

Nationwide circulation exclusively to CEOs, presidents, chairmen, other titled officers, owners, partners and department heads/managers/supervisors. Reaches only subscribers qualified individually by these job titles or subscriber households. Available 21 times in 2004.

Unit	B&W	2- OR 4-COLOR
Page	\$ 71,250	\$ 95,000
2 Calumns	60,600	80,800
1/2 Page Horizontal*	49,875	66,500
1/2 Page Horizontal Spread	99,750	133,000
1 Column	32,100	42,800
1/2 Column	21,375	28,500

^{*}Subject to availability.

TIME Gold

Rate Base: 1.000,000

TIME Gold is a targeted edition with edit of interest to upscale, mature adults. Subscribers with someone in the household aged 50+ and with the highest incomes are selected to create this audience of affluent, maturing baby boomers (median age 55). Monthly features written by TIME editors uniquely for this edition include travel, personal finance, health, new careers and celebrity profiles. Available 12 times a year.

Unit	B&W	2- or 4-Color
Page	\$ 54,000	\$ 72,000
2 Columns*	45,900	61,200
1/2Page Horizontal*	37,800	50,400
1/2 Page Horizontal Spread*	75,600	100,800
1 Column*	24,300	32,400

^{*}Subject to availability

Discount Schedule: See page 11. Bleed Charge: Add 15% to rates.

TIME International Editions | Production Specs

National, Demographic and Targeted Editions

Geographic Editions

Rates are based on subscription circulation only.

Rates are based on subscription circulation only.

Rates are based on subscription circulation only.

TIME Women

Rate Base: 1,300,000

A female-targeted edition that delivers a circulation of 1.3 million subscribers. Available 12 times a year.

Unit	B&W	2- OR 4-COLOR
Page	\$ 58,500	\$ 78,000

Connections

Rate Base: 1,300,000

This female-focused editorial appears in the pages of TIME Women and is written by TIME editors. Entitled "Connections," it addresses the interests of smart, affluent mothers and managers who are readers of TIME. Available six times a year. For rates, see TIME Women above.

TIME Luxury

Rate Base: 600,000

TIME Luxury is a targeted edition reaching TIME's most affluent and style-savvy readers—subscribers living in high-income households or ZIP codes, those likely to have an interest in fashion or those subscribing to *InStyle*. Available two times a year.

Unit	B&W	2- or 4-Color
Page	\$ 47,250	\$ 63,000

TIME Style & Design

Rate Base: 600,000

Issue Dates: Feb. 16, May 3 (U.S. only), Sept. 13 and Nov. 22 (U.S. only)

Four new issues from the editors of TIME will explore how the latest trends in design influence the way we dress and live. These oversized, glossy issues will be delivered with the regular magazine via polybag to the TIME Luxury rate base.



Unit	B&W	2- or 4-Color
Page	N/A	\$ 72,000*

^{*}Regardless of bleed or coloration.

TIME For Kids

Circulation: 4,000,000

The leading weekly magazine for kids produced by a major news organization, drawing from worldwide news bureaus and award-winning journalists and photographers. Marketed directly to kindergarten through sixth-grade teachers for classroom use. TIME For Kids has three editions: The Big Picture (grades K-1), News Scoop (grades 2-3) and World Report (grades 4-6). Regular issues do not accept traditional advertising; however, custom-sponsored programs are available.



For more information, contact Amy Dunkin at 212-522-6920 or amy_dunkin@timeinc.com.

Special Advertising Sections

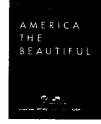
Special sections allow advertisers to reach TIME's audience in a customized environment that supports and reinforces marketing strategy or promotion efforts. TIME's special advertising sections have won numerous awards and consistently deliver high readership scores.

Ad Section	issue Date	On Sale	Ad Close	Edition
CARDIO HEALTH	Feb. 16	Feb. 9	Dec. 22	National
WIRELESS ENTERPRISE	Mar. 22	Mar. 15	Jan. 16	Business
DIABETES EPIDEMIC	Mar. 29 Nov. 1	Mar. 22 Oct. 25	Feb. 2 Sept. 7	National
NATIONAL PARKS	Apr. 19	Apr. 12	Feb. 23	National
HEALTH BRIEF	May 3 Oct. 4	Apr. 26 Sept. 27	Mar. 15 Aug. 16	National
SMALL BUSINESS	May 17	May 10	Mar. 15	Business
BUSINESS TRAVEL	June 7	May 31	Apr. 5	Business
FAMILY HEALTH	July 12	July. 5	May 17	National
HEALTHY AGING	Sept. 13	Sept. 6	July 19	National
NADA	Nov. 8	Nov. 1	Sept. 13	National
LIFESTAGES/ FINANCIAL PLANNING	Nov. 22	Nov. 15	Sept. 20	Business

Issue dates subject to change.







7

Calendar & Closings: In front pocket.

Geographic Editions

SPOT MARKET EDITIONS

TIME Spot Market Editions are defined to coincide geographically with existing DMAs as closely as circulation distribution will allow. The following are single-edition rates only. See page 10 for multiedition rate computation.

SPOT MARKET: GROUP I

Спт	RATE BASE* (000)	Page B&W	PAGE 2- OR 4-COLOR
Boston	135	\$ 16,958	\$ 22,611
Chicago	160	16,958	22,611
Detroit	100	16,958	22,611
Los Angeles	265	20,862	27,816
Miami	85	16,958	22,611
Minneapolis/St. Paul	73	16,958	22,611
New York	380	27,692	36,923
Philadelphia	152	16,958	22,611
San Francisco	165	16,958	22,611
Washington, D.C.	115	16,958	22,611

^{*}Rate bases include newsstand circulation.

STATE EDITIONS (Including D.C.)

The following are single-edition rates only.

Rates are based on subscription circulation only.

STATE	RATE BASE (000)	Page B&W	Page 2- or 4-Color
Alabama	42	\$ 16,958	\$ 22,611
Alaska	10	16,958	22,611
Arizona	65	16,958	22,611
Arkansas	27	16,958	22,611
California*	550	37,689	50,252
Colorado	65	16,958	22,611
Connecticut	75	16,958	22,611
Delaware	12	16,958	22,611
Washington, D.C.	14	16,958	22,611
Florida	220	18,159	24,212
Georgia	86	16,958	22,611
Hawaii	22	16,958	22,611
Idaho	14	16,958	22,611
Illinois	185	16,958	22,611
Indiana	74	16,958	22,611

^{*}Rate base includes newsstand circulation.

STATE (continued)	RATE BASE (000)	Page B&W	Page 2- or 4-Color
lowa	34	\$ 16,958	\$ 22,611
Kansas	35	16,958	22,611
Kentucky	37	16,958	22,611
Louisiana	39	16,958	22,611
Maine	22	16,958	22,611
Maryland	100	16,958	22,611
Massachusetts	126	16,958	22,611
Michigan	136	16,958	22,611
Minnesota	80	16,958	22,611
Mississippi	20	16,958	22,611
Missouri	65	16,958	22,611
Montana	14	16,958	22,611
Nebraska	22	16,958	22,611
Nevada	24	16,958	22,611
New Hampshire	24	16,958	22,611
New Jersey	150	16,958	22,611
New Mexico	25	16,958	22,611
New York	325	24,442	32,589
North Carolina	95	16,958	22,611
North Dakota	8	16,958	22,611
Ohio	148	16,958	22,611
Oklahoma	31	16,958	22,611
Oregon	50	16,958	22,611
Pennsylvania	185	16,958	22,611
Rhode Island	16	16,958	22,611
South Carolina	38	16,958	22,611
South Dakota	9	16,958	22,611
Tennessee	53	16,958	22,611
Texas	210	17,558	23,411
Utah	25	16,958	22,611
Vermont	12	16,958	22,611
Virginia	102	16,958	22,611
Washington	85	16,958	22,611
West Virginia	20	16,958	22,611
Wisconsin	81	16,958	22,611
Wyoming	8	16,958	22,611

TIME International Editions + Production Specs

2004 Multi-Edition Rate Computation

SPOT MARKET, REGIONAL AND STATE EDITIONS

The Multi-Edition Grid may only be used when an advertiser combines multiple spot market circulations or regional and state circulations for any single issue. Minimum cost is at the 200,000 circulation level. Same creative must be used in all editions, or a copy-split charge applies.

Use the following sequence for rate computation:

- 1. Add circulation of all editions to be purchased in a single issue.
- 2. In the Combined Circulation column, locate the range in which your combined circulation falls.
- 3. Read over to the last column to find the corresponding Base \$ Amount.
- Multiply by the Marginal CPM, the difference between your combined circulation and the circulation at the Bottom of Range.
- Add the resulting numbers from steps 3 and 4 to get the Page 4-Color open rate for your multi-edition buy.
- 6. Black & White rates are 75% of the 4-Color rate.

2004 MULTI-EDITION RATES

COMBINED C	IRCULATION	2- or 4-Color				
BOTTOM OF RANG	E TOP OF RANGE	MARGINAL CPM	Base \$ Amount			
0 -	199,999	-	\$ 28,950			
200,000 -	299,999	\$ 80.09	28,950			
300,000 -	499,999	78.79	36,959			
500,000 -	699,999	77-49	52,717			
700,000	899,999	76.19	68,215			
900,000	1,099,999	74.88	83,453			
1,100,000	1,299,999	73.58	98,429			
1,300,000	1,499,999	72.28	113,145			
1,500,000	1,699,999	70.98	127,601			
1,700,000	1,899,999	69.67	141,797			
1,900,000	2,099,999	68.37	155,731			
2,100,000	2,299,999	67.07	169,405			
2,300,000	2,499,999	65.77	182,819			
2,500,000	2,699,999	64.46	195,973			
2,700,000	2,899,999	63.16	208,865			
2,900,000	2,924,999	61.86	221,497			
2,925,000	Up	-	223,000			

Dollar Volume Discount

To receive the following discount, the advertiser must request the discount on contract and/or insertion order.

For the purpose of calculating discounts, gross spending includes all spending for space in TIME unless otherwise specified; it does not include production premiums or other charges. This discount is based on an advertiser's total gross spending in TIME at the open rate during the advertiser's designated contract year.

An advertiser may establish any contract year of 52 consecutive issues. All space units and all editions may be combined for discounts except where otherwise specified. Should a contract year bracket two calendar years, the discount grid in effect at the beginning of an advertiser's contract year applies to the advertiser's entire contract year. Contact TIME for more information.

U.S. 2004 DISCOUNT GRID

GROSS SPENDI	NG (\$)	DVD (%)
0	-	399.999	0
400,000	-	699,999	2
700,000	•	1,199,999	4
1,200,000		2,199,999	6
2,200,000	-	3,599,999	8
3,600,000	-	4,999,999	10
5,000,000	+	Up	12

Contact your sales representative for the 2004 International Discount Grid.

TIME Inquiry Program (TIP)

TIP is a direct-response service that helps generate top-quality sales leads from TIME's highly selective audience. Available to TIME National and demographic edition advertisers.

	Issue Date	AD CLOSE
TIP Page with Card	March 15	January 26
	October 18	August 30
TIP Page	May 10	April 12
	December 6	October 18

Research

TIME OPINION LEADERS PANEL

TIME's Opinion Leaders online reader panel of 7,500+ readers is available to TIME advertisers for proprietary research. In addition to fast turnaround and targeted feedback, advertisers receive research expertise in developing their studies to be sure of meaningful and actionable results.

U.S. Geographic Editions Time international editions

AWARD WINNING EDITORIAL

NATIONAL MAGAZINE AWARDS

Finalist for General Excellence in 2002 and 1999

PULITZER PRIZE NOMINEES

- Contributing Editor Philip Capute won for investigative reporting and was a finelist for the National Book Award for Hom of Africa
- Contributing Editor Bob Marshall is the outdoors editor of the New Orleans Times-Picayune, where he won in 1996
- Contributing Shooting Editor, Bob Brister, has won many gun-writing awards and has been inducted into the sporting Clays Hall of Fame

2003 EXCELLENCE IN CRAFT AWARD WINNERS

- Big Game Hunting Contest Sponsored by Leupold & Stevens
 First Place Parkin Contests
 - First Place Radio Category
- Small Game Hunting Contest Co-Sponsored by National Rifle Association and NRA Foundation
 - Second Place Radio Category
- Technical Contest Sponsored by Outdoor Writers Association of America
 - Second and Third Place Radio Category
- President's Choice Awards
 - FieldandStream.com Art/Photo Category

EDITOR ACCOLADES

- David E. Petzal, Deputy Editor of Field & Stream megazine, was awarded the 2002 Leupold Jack Slack Writer of the Year Award
 - Philip Bourjally, Shooting Editor of Field & Stream magazine, was the recipient of Ducks Unlimited's 1997 Wetlands Conservation Achievement Award for his writing on the mid-continental snow goose population crises.



Effective February 2004

4/Color	Full Page	2/3 Page	1/2 Page	1/3 Page
OPEN RATE	\$101,600	5 64,700	\$ 63,600	\$ 42,500
XE	B8,500	82,20 0	61,700	41,100
8X	95,500	79,70¢	59,800	40,000
TOX	93,500	78,000	59,500	39,000
12X	91,400	76,200	57,100	38,200
15X	89,400	74,600	56.000	37,400
18X	87,400	73,000	54,700	36,500
24X	83,300	69.500	52,200	34,BCD
36X	<i>77,</i> 300	64.430	46,300	32,200

2/Color	Full Page	2/3 Page	1/2 Page	1/3 Page
OPEN RATE	5 8B,400	\$ 73,7D0	\$ 55,300	\$ 36,900
зх	85,700	71,500	53,600	35,800
6X	83,100	69,300	52,000	34,700
10X	81,40D	67,900	50,900	34,000
12X	79,600	66,400	49,800	33,200
16X	77,800	64,900	48,700	32,500
1 8 X	76,100	53,500	47,600	31,800
24X	72.500	50,500	45,400	30,300
36X	67,900	56,100	42,100	28,100

B&W	Full Page	2/3 Fags	1/2 Page	1/3 Paga
DPEN RATE	\$ 81,300	5 67,800	\$ 56,900	\$ 33,900
ХE	78,8 0 0	65,700	49.300	32,900
ВX	76,400	63,700	47.800	31,900
10X	74,800	62,400	48,630	31,200
12X	73,200	61,000	45,600	30,500
15X	71,600	59,700	44,800	29,900
18X	70,000	58,400	43,800	29,200
24X	66.7 00	55,600	41,700	27,800
36X	61,900	61,600	38,700	25,300

Covers	Gover 2	Cover 3	Cover 4	
OPEN RATE	\$116.900	111,800	132,100	
3X	113,300	108,400	128,200	
6X	109,800	105,000	124,100	
16X	107,500	102,900	121,600	
12X	195,100	100,600	118.900	
1 5X	102,900	98,400	116 300	
1 BX	190,680	96,200	113,600	
24X	95,900	91,700	004,807	
36X	88,900	85,000	100,400	

Bleed:

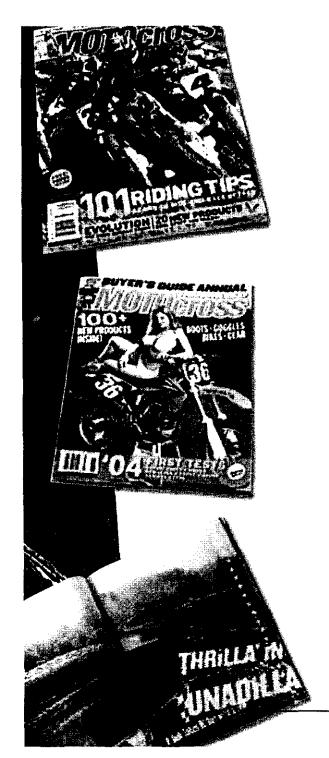
Available on all ROB units one-third page or larger; add 10% to the gross rate. No charge for gutter bleed on two facing pages.

Discounts:

Mail Order/Direct Response 20% ROB Space only

Concurrent 2.5% Space in Outdoor Life in the same issue

All rates gross. Rates subject to change



||RATES|-

B&W	1X	4X	ах	12X
Full Page	\$3335	\$3085	\$2840	\$2470
1/3 Page # ##	\$2635	\$2440	£ \$2245	\$1950
1/2 Page	\$2335	\$2160	\$1990	\$1730
(/s Pine	*\$1670	SPE	\$1420	\$1235

FOUR COLOR	1X	4X	8X	12X
Full Page	\$5,075	\$4,858	\$4,055	\$3,525
2/3 Page talling	\$4,010	\$3,620	\$ \$3,205	\$2,785
1/2 Page	\$3,550	\$3,210	\$2,840	\$2,470
1/3 Page :	\$2,540	\$2,295	\$2,030	\$1,765

COVERS	VERS 1X		вх	12X
Inside Front	\$6280	\$6155	\$5445	\$4735
i incles Back 3	\$6315	\$5700	\$5040	\$4385
Back	\$6985	\$6300	\$5575	\$4850

DISCOUNTS

15% agency discount 10% pre-pay discount

MULTIPLE PAGE DISCOUNTS

(affects all pages that run in a single issue)

5% spread discount

3-4 pages: 7%

5-6 pages: 9%

7-8 pages: 11%

9+ pages: 13%

TransWorld Motocross offers a discount to advertisers currently on a full schedule in other consumer titles within the TransWorld Network (TransWorld Skateboarding, TransWorld Snowboarding, Ride BMX, Transworld BMX, Freeze, Transworld Surf.)

First title: 5%

Each additional title: 2%

MOTO MALL

TransWorld Motocross offers our special Moto Mall selection for the companies on a tighter budget. This special advertising section allows your company to reach hundreds of thousands of potential customers at a very affordable rate. Moto Mall is a great tool for maintaining visibility and accessibility within the motocross community. Space is available in 1", 2", and 3" tall sizes. All Moto Mall ads are 2-1/8" wide. Rates are for color ads.

SIZE:	4X	8X	12X
1/6 page	\$650	\$585	\$500
318 6	5400	5365	\$340
2"	\$315	\$275	\$250
	\$200	\$190%	\$175

2004 CIRCULATION PROJECTIONS

Newsstand Sales:

45,000

Subscriptions:

45,000

Total Circulation:

90,000

Each issue of *TransWorld Motocross* is received by over 4,500 Motorcycle shops!



BON APPÉTIT

GENERAL ADVERTISING RATES RATES FOR JANUARY-JUNE 2004 ISSUES/RATE BASE 1.25 MM

GEN	ERAL A	DVERT	SING R	ATES							
4/C	SIZE	1x	3x	6x	9x	12x	18x	24x	30x	36x	48x
	1 PG	83,625	81,116	79,444	76,935	74,426	72,754	71,081	70,245	69,409	67,736
	2/3 PG	66,895	64,888	63,550	61,543	59,537	58,199	56,861	56,192	55,523	54,185
	1/2 PG	50,170	48,665	47,662	46,156	44,651	43,648	42,645	42,143	41,641	40,638
	1/3 PG	34,865	33,819	33,122	32,076	31,030	30,333	29,635	29,287	28,938	28,241
	1/4 PG	24,045	23,324	22,843	22,121	21,400	20,919	20,438	20,198	19,957	19,476
	1/6 PG	18,120	17,576	17,214	16,670	16,127	15,764	15,402	15,221	15,040	14,677
2/G	SIZE	1 x	3x	6 x	9 x	12x	18x	24x	30 x	36 x	48x
	1 PG	70,555	68,438	67,027	64,911	62,794	61,383	59,972	59,266	58,561	57,150
	2/3 PG	56,460	54,766	53,637	51,943	50,249	49,120	47,991	47,426	46,862	45,733
	1/2 PG	42,335	41,065	40,218	38,948	37,678	36,831	35,985	35,561	35,138	34,291
	1/3 PG	29,395	28,513	27,925	27,043	26,162	25,574	24,986	24,692	24,398	23,810
B/W	SIZE	1x	3x	6 x	9x	12x	18x	24x	30x	36x	48x
	1 PG	58,665	56,905	55,732	53,972	52,212	51,039	49,865	49,279	48,692	47,519
	2/3 PG	46,925	45,517	44,579	43,171	41,763	40,825	39,886	39,417	38,948	38,009
	1/2 PG	35,185	34,129	33,426	32,370	31,315	30,611	29,907	29,555	29,204	28,500
	1/3 PG	24,440	23,707	23,218	22,485	21,752	21,263	20,774	20,530	20,285	19,796
	1/4 PG	16,855	16,349	16,012	15,507	15,001	14,664	14,327	14,158	13,990	13,653
	1/6 PG	12,720	12,338	12,084	11,702	11, 321	11,066	10,812	10,685	10,558	10,303
COVE	RS	1x	3x	6x	9x	12x	18x	2 4 x	30x	36x	48x
SECO	DI	100,355	97,344	95,337	92,327	89,316	87,309	85,302	84,298	83,295	81,288
THIRD)	87,815	85,181	83,424	80,790	78,155	76,399	74,643	73,765	72,886	71,130
FOUR	ſΉ	104,530	101,394	99,304	96,168	93,032	90,941	88,851	87,805	86,760	84,669

All Advertisers qualify for General Rate unless these Advertisers specifically qualify for one of the rate categories listed on magazine rate cards.

For bleed ads, add 15% to the above rates.

2/C rates apply for advertisements utilizing two process colors, or PMS colors converted to process colors. Any other combination will result in a surcharge, or in an invoice at the 4/C rate or higher. For further information regarding corporate rates, please contact Leclie Pleard, VP, Corporate Sales, at 212.286.4465.





212-522-7214
Reader's Digest - 2004 Rate Card (ALL RATES ARE GROSS)

Full Circulation: 10,000,000			
Full Circulation, 10,000,000	4 Color	Black & One Color	Black & White
Erdl Gago	\$221,600	\$198,230	\$193,790
Full Page Spread	\$443,200	\$396,450	\$387,580
-r	\$199,500	\$178,460	\$174,470
3/4 Page	\$133,000	\$118,970	\$116,310
1/2 Page	4,00,000	V 1 1 4 1 4 1	
Half Circulation: 5,000,000			· · · · · · · · · · · · · · · · · · ·
	4 Color	Black & One Color	Black & White
Full Page	\$133,000	\$118,970	\$116,310
Cover Rate			
Second Cover		Onntont Valle S	\$277,000
Gatefold		Centact Your S	ales Representativo
Third Cover		O-44-4 V-14 O	\$265,900
Gatefold		Contact Your S	ales Representative
Family Plus: 5,500,000			
	4 Color	Black & One Color	Black & White
Spread	\$404,600	\$358,640	\$349,660
Full Page	\$202,300	\$179,320	\$174,830
Mature: 4,500,000			
	4 Color	Black & One Color	Black & White
Spread	\$331,000	\$293,400	\$286,060
Full Page	\$165,500	\$146,700	\$143,030
Regional Editions			
	4 Color	Black & One Color	Black & White
New England- 470,000	\$27,830	\$24,910	\$24,220
Metro New York- 260,000	\$16,330	\$14,620	\$14,210
Great Lakes- 1,280,000	\$59, 6 20	\$53,360	\$51,870
Southern- 1,990,000	\$88,040	\$78,800	\$76,600
· · · · · · · · · · · · · · · · · · ·	\$64,050	\$57,330	\$55,730
North Central- 1,430,000	\$47.010	\$42,080	\$40,900
Southwest- 920,000	\$56,050	_	
Pacific- 1,200,000		\$50,170 \$24,040	\$48,770
Metro Los Angeles- 450,000	\$26,820	\$24,010	\$23,340
Mid-Atlantic- 990,000	\$50,290	\$45,010	\$43,760
Metro Chicago- 240,000	\$15,590	\$13,960	\$13,57 0
Total Circulation: 9,230,000			
Major Markets			
	4 Color	Black & One Color	Black & White
Boston- 130,000	\$ 13,700	\$12,270	\$11,920
Cleveland- 150,000	\$14,260	\$12,770	\$12,410
Detroit- 130,000	\$13,700	\$12,270	\$11,920
Philadelphia- 140,000	\$13,980	\$12,520	\$12,170
Pittsburgh- 120,000	\$13,390	\$11,990	\$11,650
San Francisco/Oakland- 160,000	\$14,540	\$13,020	\$12,650
Atlanta- 140,000	\$13,980	\$12,520	\$12,170
Tampa/St. Petersburg- 130,000	\$13,700	\$12,270	\$11,920
Dallas/Fort Worth- 170,000	\$14,820	\$13,270	\$12,900
Seattle/Tacoma- 150,000	\$14,260	\$12,770	\$12,410

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contacts

Informiture Advertising

Publisher 336,889,1431

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— Infumiture Editorial

Editor-in-Chief 336,888,1433

2004 issue dates

Ingage Darley	Space Closing	Mariedal Closky
January 2	De sember 4, 2003	December 16, 2005
February 12	January 16	January 23
Harck 15	February 23	February 27
Aeril 1	March &	March 12
April 19	March 22	March 25
May 17	April 26	42 FrqA
May 31	May 10	May 14
June 17	May 27	June 2
July B	June 14	James 18
Appust 12	July 16	July 21
Seatomber 10	August 17	August 23
October I	September 1	September 7
October 11	September 15	Septemi or 29
Neversber 1	Deteber 18	Detober 25
Neverber 29	November 4	Movember 11
December 20	November 20	December 3

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- R. Corlege West contain values that very forms the ration if shall be with what met the binding we (it has belief and stary he iroseted and sharped for at the arched ached ain of spire.
- C. Adventisements that shretning unlimited content must be closely challed and indexed "ABVERTSENTESH" and DATAMAN'ALPIE way in its distantion, an inhal such engy
- D. Curium fer braich artisationing controlling architelus or upselling acadians, facing a, acity sel actions along as ather appointments may be accepted and invariant advanta matricule as at appointment and an increasing the
- E. In the neutral diseases in or necipieses of any substitutivatively, PULINGSTRE's tobility shall not exceed a tobard of memory-poid to BRULINGSE for the advertisational. MERINGSE is not proposable for severa in
- I. Inserts: (a) A finalizable of any fundational classed research to indicate the indicate of the printing of the insert, (a) PERMITTERS in introspecially the course or contentions in, or the production quality of benefited beautif. (II The Advertism media: Agency shall be apparation for any additional changes incorred by HREPMARKE wining set of the Admention marker Agency's fall one to deferer handeled insucts parameted in APARPLEIPLES. specifications. (i) in the cases that include the careful to publish the four black meant as a result of most failure to corrupt, the Adventions section Agency shall manage liable for the space cost of such itsent.
- G. All immes soluting to attendiging until the governor by the boos of the State of blow but applicable to commuts to be preferent eathery frame. Any soler solution to unradiate must be brought to the state or finismal counts in Henry Work, blace York and the pactice bessely corrected to the justicities of such counts.
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- I. The Advention and its Agency If there he saw, some to be justly and amondly hable for the payment of all bile and chapte incomed for such advantages, placed on the Advant sorts bolad. Advantage customers in all \$4.590 life. or be advantaged to reader supplied to the Agent, and such tender the I constitute due a socioe to the Advertises of the bill and such monom of tilling shall its an way impair or limb the jober and womat beliffy of the Adventions and Agency Proposed by the Adventure to the Agency shall not discharge the Advention's limb by an addition of the rights of the suppose that in no your to effected by any that the er cit in delimen the Advertiser and the Agency.
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- his later than reserves the sight to one any of the engravativity accepted practing parameters.

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- U. Grobes for all builde adventions units are nea-responded to days prior to closing data. Supplied inserts are men - many tall in the it and of the fourth, ments perceding the claim of 1 uses, (Indeed for all IMPLA MIT I Fig. predeted Speaks and represented this unifical the unifical appropriate of UNIFICE Street SELECTIONS again to curried on mixing much today, the Adhestion will be respectible for this sest of any week performed or materials purchased on behalf at the fidentials, including the coast of survives, pages senior politics.
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- A. The provident to of space are effective with the chance (2004) brane. Associatement of pay through is rate will the mean 26 days in advance of the classing data for the first know effected by sects and more. Orders the issue thereafter will be ut the colors from pressible
- S. Partalines generatives are mode so be demand (12 month) caref act-year passings.
- T. Agency Developmen: 155% to encounted agencies.
- LL Tennes of scale: Promote due thirty days Immediate of Intal so. Incomest will be disappoint sets at 15% per recent on past this belower.
- "(The frange by terms and condition that grown the minimulia between HPLPHE AND the Admitter and/or Agency, IMPROVICEE has not made any representations to the Adjection or Agency fast one and contained fromis. Unders expressly agreed to in waiting by INFORMATINES, no other terms or conditions in







informitare	Effective	Rates	Effective	1/1/2004)
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	1x	4x	10x	16 x	26 c	32X
full page						
	\$ 10,700	\$ 38,000 \$	84,000	\$ 116,800	\$ 156,000	\$ 176,000
1/2 Page						
harz & vert	\$ 8,000 S	27,600 \$	60,000	\$ 83,200	\$ 108,000	\$ 118,400
1/4 Page						
	\$ 6,100	20,600 \$	45,000	\$ 64,000	\$ 84,000	\$ 96,000
Strip Ad				 		
	\$ 6,400	22,400	48,000	\$ 68,841	\$ 68,880	\$ 99,200

No discount for B&W ade

Premiums Positions 20% PMS celer \$1.800

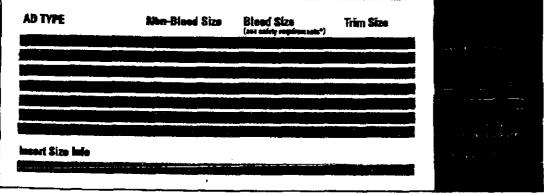
Sensor Princing Enraed Rate + Discounts as Fellows + Tip in Charge

4 pages E pages 39%

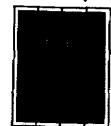
8 or more pages Tip in Charge

50% \$1,800

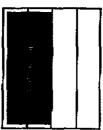
Mechanical Requirements



Ad Size and Specs











ad size and broduction specifications

Digital Specifications:

MEDIA: Mac Formatted disks, Zip 101, CD-R, CD-RMI. Please aute that CD-ROMS roust be formatted as ISO 9986 so as to be mad by Mac OS. Submitted media must be clearly lakeled. No Floory disks accepted One ad ONLY per Disk Accepted.

(Speasis can be on some disk BUT must be seperated as ave separate PDF files and mustad for laft and right, a combined file must also be sant.) E-mailed eas will not be accepted under any circumstances.

LAINEL REGISTREMENTE: issue date, advertiser entre, civilest same, and telephone number

FORMACT: His res PDF files (made ONLY through Acceptat Distiller) No native application flies accepted. PDF files MUST be made using Accepted Distiller 5.0 is referred & 4.0 (3.8 will NOT be accepted

THE HIS DES PRESISTELLED PLESSINGST MARE

- 2. All fonts embedded (NO True Type fonts accepted)
- 2. The correct mode (is, CMY) or Grayacale)
- News NGB of LAB or embedded color profiles. (ie. IDC profiles)
- 1. All sport colors MIUST be converted to EMYK unless kurning 1, 2. or 3 color ada. NO tile with PMS colors accurred unless pre-ordered.
- 4. (A!) must NEVER be included in the file, (see advanced teb in distiller)
- 5. Resolution; 300 DPI for all submitted images and files.
- 6. All ack must have position marks for non-blend ade and trim and blood made for bless sets.

THE PALLOWING ARE THE DWLY ACCEPTED PRODES A COLOR ADDIT

- 1. Kodek APPRENAL Proof
- 2. Matchprint DIGITAL H/T Proof
- 3. Full FINALPROOF
- Only B/W ads can be submitted with consume proof.

THE CORRECT SIZE PROOF MUST ADMAYS BE CENERATED DIRECTLY FROM THE DISKUTLE YOU SHERET. Pronfe MEIST be exected with SMIOP Web Differt oning. Publication not supponsible for variance between slighted file, and any proof not listed above. Proof must be screened @ 120 line screen as publication bear, color calibration SWOP Standards, Datalty max 200%-200%.

BASIST WINDFELDERS: in addition to the Higgs PDF all supporting fresh, Mustrations, and scars must accompany each submitted at. All submitted fones must be far MAC OS (NO PC FONTS), and Protection in nature, NO True Type fonts. Any stylized durits in Quark WILL NOT be eccepted. Hustrotor files should have all fauts converted to critime. At files ruest to saved to disc preferably in the Macinesia OS forms. A disc discour, and proper proof suest eccompany such all file. All submitted images, and/or files must be converted to CMVK. A color proof of the digital files will be main if requested at text to the advertiser or ad agency. At ask supplied without a color proof will have out made (time permitting) at subartizar ar ad agency's expense. Since client will not be able to sign at on the proof made, the publication is not responsible for dolor of proof.

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